



THE 2015 M+R BENCHMARKS STUDY

NONPROFITS ONLINE: AN INFOGRAPHIC • #3DBENCH15

ACROSS 84 NONPROFITS IN 2014:



2,463,594,725 emails sent to → 37,028,854 subscribers

6,413,006 online gifts

\$412,803,101 dollars raised

7,480,285 advocacy actions



EMAIL FUNDRAISING

Open Rate: 14%



Open Rate: 16%

Click-through Rate: 0.48%



Click-through Rate: 3.3%

Response Rate: 0.06%



Response Rate: 2.9%

Drop in Response Rate from 2013: 12%



Drop in Response Rate from 2013: 18%

EMAILS SENT PER MONTH, PER SUBSCRIBER



6.2



1.7



2.0



3.4



4.4



4.5

Environment International Health Rights Animal Welfare Hunger

NET EMAIL LIST GROWTH



11%

EMAIL LIST CHURN



18%



Increase in Online Revenue



13%

Increase in Number of Gifts:



13%

Percentage Of Gifts From First-Time Online Donors



20%

AVERAGE GIFT

One-Time:

\$82



Monthly:

\$22



0.8%

of website visitors made a donation

For every 1,000 website visitors, nonprofits raised



\$612

For every 1,000 fundraising messages delivered, nonprofits raised



\$40



FOR EVERY 1,000 EMAIL SUBSCRIBERS, NONPROFITS HAVE:



285

Facebook Fans



112

Twitter Followers



13

Mobile Subscribers



Facebook Posts Per Day

1.1



42%

Facebook Fan Growth

Tweets Per Day

5.4



37%

Twitter Follower Growth



58%

of groups invested in Paid Search Advertising



66%

of groups invested in Display and text ads (Facebook, reward/incentive sites, mobile ads.)



50%

of groups invested in Retargeting Advertising



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